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ABSTRACT

Intended to aid teachers in the development of realistic and meaningful curriculum, this bibliography contains books, articles, audiovisual aids, and other materials pertaining to marketing and distributive education which were published between 1968-1971. Entries are arranged alphabetically by author or title according to these categories: (1) Attitudes and Motivation, (2) Grooming, (3) Sensitivity, (4) Marketing Channels, (5) Advertising, (6) Selling and Salesmanship, (7) Display, (8) Non-Textiles, including appliances, cosmetics and soaps, furs, furniture, jewelry, leather, paper, plastics, rubber, and tableware, (9) Textiles, (10) Food, (11) Computers and Data Processing, (12) Services, including automobile services, banking, cosmetology, dry cleaning, fashion, insurance, hotels-motels, nursing, public relations, and transportation, and (13) Free Enterprise. In addition to author and title, each entry contains publication information. (SB)

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The following is a list of the  
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"Excellence

in

Distributive

Education"

TEACHER RESOURCE BIBLIOGRAPHY FOR  
MARKETING & DISTRIBUTION AND DISTRIBUTIVE EDUCATION 1968-1971

Edited by

Dr. Jerome I. Leventhal  
Temple University

U.S. DEPARTMENT OF HEALTH,  
EDUCATION & WELFARE  
NATIONAL INSTITUTE OF  
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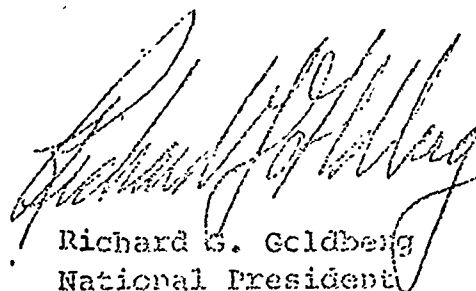
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Epsilon Delta Epsilon sincerely hopes that the bibliography acts as a functional guide in the development of Distributive Educators throughout the country.



Richard G. Goldberg  
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## P R E F A C E

Specialists engaged in curriculum development have traditionally spent much time in reviewing books that may be used as guides in constructing the curriculum or training plan.

A more contemporary perspective dictates that the emphasis be placed on the learner so that the curriculum is more relevant as well as humanistic. The specialist should spend a major portion of available time in determining the nature of the student and developing curriculum which meets contemporary criteria. To help facilitate this, research has been done in the area of new books and writings in the area of marketing and distribution.

Those who wish to develop curriculum for marketing and distributive education may use this Resource Bibliography and save time researching publications, so that they may develop realistic and meaningful curriculum. Teachers have difficulty in following the new publications which appear in great quantity each year. Publications are included from 1968-1971. In cases where there were few publications for a given area, listings do include earlier dates.

J. I. L.

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